

**South Park Stakeholders Group – Board of Directors Meeting  
Thursday, September 15, 2013, 8:30 AM  
1333 S. Hope St, Los Angeles, CA 90015**

**Board Members:**

Robin Bieker, Shelby Jordan, Cliff Hoffman  
Conference call: David Galaviz (late)  
Absent: Martha Saucedo, Gary Warfel, Bob Buente, Phillip Hill

**Staff/Contract:**

Jessica Lall, Amanda Irvine, Victor Gonzalez, Dennis Robles,  
Karla Ramos

**Guests:**

Jonathan Gael, Alan Glass, Victor Moller, Sandie Richards,  
Doyle McDonald, Skylar Sutton, Scott Bytoff, Jonathan Parfrey,  
Rick Poulos, Mercedes Talley, Jim Talley, Shane Phillips, Ben  
Brint, Nate Nusbaum, Rohan Gupta, Richard Wu, Daniel Taban,  
Eric Metz, Jessica Wethington Mclean, Shiraz Tangri

**MINUTES:**

**Chairman of the Board, Robin Bieker, called the meeting to order at 8:34 AM.**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>Public Comment</b>	<b>Victor Moller</b> – For street closures, we'd like to have better notification of them. <b>Sandie Richards</b> – This impacted the residents and her congregation, as streets are possible to be closed on any given Sunday. Need better communication about street closures from DOT.	<b>No action taken</b>
<b>Review and approve August 2013 Minutes</b>	<i>Tabled due to lack of quorum</i>	<b>No action taken</b>
<b>Presentation: Motion - Interim Control Ordinance, Jessica Wethington Mclean, CD14</b>	<b>Jessica Wethington Mclean</b> – CM Huizar to put in a motion last week on this ICO. We are all aware that LA needs more hotels downtown in order to become a more viable convention city. We have 1,600 and need about 2,500 more rooms to meet the goal of hotels near here. Problem: the need for hotels is currently ahead of the market – so how do we incentivize high-rise building? As we go through community plan process, we need to work on the incentives first. For TFAR, it becomes much more cumbersome after 50,000 and above, therefore we aren't promoting larger buildings by this. Developers don't mind the cost as much as the uncertainty of the process. Are also considering context-based parking requirements. We want to incentive high rises, because we won't achieve the hotel or housing stock we will need in	<b>No action taken</b>

	<p>the coming years without going more dense – therefore there needs to be some control on the land. We'll lose viable high-rise land if we don't do something like this ICO. We're also making sure that we make it easier for hotels in general as we develop these incentives. See this motion as the beginning of the conversation.</p> <p><b>Jessica Lall</b> – How about current projects?  <b>Jessica Wethington Mclean</b> - <i>IF they're entitled already, they won't be impacted, but specifics of timing and dates will have to be ironed out by City Planning. This is an ordinance, so it will take a bit of time to get going.</i></p> <p><b>Alan Glass</b> – What is DLANC's view on this?  <b>Scott Bytoff</b> – <i>For DLNAC, the timeline is concerning, they'd like to see the incentives come out sooner. LA has suffered from a lack of foresight planning in the past. Concerned that it would take away from the organic building energy, but overall DLANC is working it through and majority seemed relatively positive.</i></p> <p><b>Jessica Wethington Mclean</b> – Right now, there is nothing to stop by-right projects that are low-rise right next to convention center, and it would have impacted skyline for 200 years. There are going to be projects that will get caught in this and be unhappy, but we're looking to work with them and figure out solutions.</p> <p>Please get comments to her:  <b>jessica.wethingtonmclean@lacity.org</b></p>	
<p><b>Presentation: LA Street Car, Steve Needleman &amp; Eric Metz</b></p>	<p><b>Eric Metz</b> (LASI) – Update of where the streetcar is right now: LA Times article provided some info, but not all and not in right context. Since CFD process in December, LASI has gotten a 30 year operating commitment from Measure R. Next issue is environmental review – CEQA and NEPA, which should be done in early 2014. Construction method and project management plan is also next. Started engineering activities, infrastructure, but only starting detailed manner of this now. FTA process is next year and into 2015. Construction will begin early 2015. “Small Starts” federal program is being targeted – have a max grant request to feds of \$75 million. We're not competing against anything else in the region for this cost range. As they move forward, the costs are becoming more certain. Only about 1 foot</p>	<p><b>No action taken</b></p>

	<p>down for utilities, so will take less construction than a light rail. CFD rates are permanent and fixed, regardless of project budget. Have hired a local utility specialist.</p> <p><b>Jessica Wethington Mclean</b> – The utility issue is a big one – the LA Times was inaccurate in saying they were \$200 million over budget – that would only be the case if all possible costs were incurred, most are unlikely and don't include engineering solutions that would decrease cost. We very much expect those numbers to come down; the project is very much on course. When they went to DC, the feds feel positive about this project. Many other projects come to the feds asking for seed money.</p> <p><b>Jonathan Gael</b> – LASI could include local startup companies for the green technology involved.</p>	
<p><b>Presentation: Onyx Project, Daniel Taban</b></p>	<p><b>Daniel Taban</b> – Have done many projects in and around downtown LA, primarily retail, but beginning to focus on mixed use urban multifamily projects. On this site, proposing 418 units, a Type 3 project, on Pico and Hope east and west side. Have been using them for parking for LA Live, Staples. See their land as a great opportunity to do something to Pico. Focus on retail on ground floor, an anchor the southern portion of South Park. It is zoned 3:1 FAR, and north of Pico is 6:1, which is why cannot go higher.</p> <p><i>Design:</i> Pico and Flower corner has no units facing the train, with an LED “lightwall” facing train. Will be called Onyx West and Onyx East. Will have a plaza on the corner. Would like to bring in a pharmacy or a market on the corner. All of the retail will be neighborhood use. 7 story project with 6 stories of housing. Not just a simple stucco building. Used city design peer review process to get better ideas for the design. Courtyards and cut outs in building façade break it up more for neighborhood scale, not just a large continuous building face. Both projects on the corners will have sky decks for the residents. No curb cuts on Pico and Hope, all access will be on Cameron Lane (alley). Have purchased TFAR and are above 50,000 so process is not quite done. Half will be spent on on-site streetscape improvements, and half given to the city. Range of renting will be \$1,000 - \$3,000/month.</p>	<p><b>No action taken</b></p>

	<p><b>Shelby Jordan</b> - Commercial space? <b>Daniel Taban</b> - 42,000 between the two for commercial space.</p> <p><b>Robin Bieker</b>– We really appreciate what you’ve done with the streetscape and breaking up the building face.</p>	
<b>South Park Application “APP”</b>	<p><b>Skylar</b> – Would like to create for us the first mobile app for a downtown LA BID. Mobile is the most powerful marketing option. He’d like to promote the local businesses. They help many other chamber of commerce and groups. The APP would have businesses, specials, events, local social media feeds, report clean and safe issues. Only businesses allowed would be ones within the SP BID. Simple interface, similar to the My Chamber App, and would have spots for sponsors. Help local businesses reach consumers through other apps, can do push notifications. Can reach 25,000 people in the area. Businesses can login and edits their info on the app, give full reports to the BID, analytics, guarantee 5,000 users within the first 3 months. BID can earn money from the advertising.</p> <p><b>Victor Moller</b> – likes the idea, especially of reporting.</p>	<b>No action taken</b>
<b>Panhandling</b>	<p><b>Jessica Lall</b> – SPBID is working on an education campaign to seek alternative methods to giving to the homeless instead of the giving to panhandlers. People are giving a lot of money, and if they keep doing so, the panhandlers will not leave. We’ll discuss it more at the Neighborhood Watch meeting next week.</p> <p><b>Richard Wu</b>– There was an email sent out about an increase seen by some, but he has not seen such an increase, and thinks it was related to a specific incident.</p> <p><b>Victor Moller</b> – Been the same near Starbucks, but has seen an increase towards 7<sup>th</sup> on Flower.</p> <p><b>Scott Bytoff</b> – Downtown News has started doing a crime report, which has brought more things to local’s attention, plus high profile things like ICON.</p> <p><b>Sandie Richards</b> – Transients they see and Flower and Olympic are the same 5 people, but perhaps an increase of other people being dropped off,</p>	<b>No action taken</b>

	<p>those who look lost and are not locals. If you have to give something, have water bottle to give out instead of money.</p> <p><b>Jessica Lall</b> – Let us know even if it's just outside, just so we know about it and may be able to help, and can keep track.</p>	
<b>Neighborhood Watch Meeting Update</b>	<p>Next Tuesday here at 6 PM. Please RSVP and remind other people to RSVP <a href="mailto:dispatch@southpark.la">dispatch@southpark.la</a> so that we have adequate chairs and materials.</p>	<b>No action taken</b>
<b>Tables, Chairs &amp; Umbrella Update</b>	<p>We have purchased the first round of the tables and chairs to be putting out in the district soon. We're working on getting the planters soon. Will be branding for South Park and weighting down.</p>	<b>No action taken</b>
<b>Treasurer's Report</b>	<p>Will be working on next year's budget, with a goal to present for the November meeting.</p>	<b>No action taken</b>
	<b>Executive Director</b>	
<b>New BID territory</b>	<p>Area between SPBID and Fashion District is not in a BID, but we receive service requests for that area often. Property owners there are interested in being part of a BID and possibly part of SPBID. Possibility of a BID being formed there under the umbrella of the SPSG. No immediate cause to action, but FYI it could be a potential new revenue stream for this organization if we were to manage it, and projects there could compliment what is going on here in SP. There would be no merging of the areas until 2018 at the earliest. Discussions are continuing and Jessica will have a formal update at the October Board meeting.</p>	<b>No action taken</b>
<b>Prop 218 – My Fig</b>	<p>Prop 218 for My Fig project, which would re-assess the street lighting, did not pass. SPBID believes this is because they did not adequately communicate to the property owners. Will be re-balloting soon. MyFig has the money to invest in capital improvements, and everyone currently pays a street lighting fee, this just recalculates it because of the additional but more efficient lighting.</p>	<b>No action taken</b>
	<b>Director of Planning &amp; Communications</b>	
<b>Good Eggs</b>	<p>Good Eggs is a company that started in SF, and is now in New Orleans as well. Working with local farmers, they allow you to pre-order fresh produce, bread, dairy products and more on their website, and the food is packaged up and delivered to you. We have a special South Park discount code valid through the end of the year. It's a great way to get fresh local food that we'd like to eventually get</p>	<b>No action taken</b>

	through a farmers market.	
<b>Yelp! Crawl</b>	South Park has partnered with Yelp! To have a food crawl in the area in February. It would be a great way to market local restaurants to locals and people who don't yet know downtown LA. Stay tuned for next steps and updates.	<b>No action taken</b>
<b>Other Business</b>	None	<b>No action taken</b>
<b>Next Meeting</b>	October 17 at 8:30 AM	

**Robin adjourns meeting at AM 9:57 AM**

**NEXT STEPS:**

- **Jessica will:**
  - Provide those who inquire with further information and contact info for the Streetcar and Huizar's ICO motion.
  - Bring the APP in front of staff and the DISI committee.
  - Move forward with the panhandling program.
  - Work on 2104 budget.
- **Amanda will:**
  - Move forward with the tables, chairs, umbrellas, and planters.
  - Communicate information to the constituents regarding Prop 218 re-ballotting.
  - Move forward on the Yelp! Food crawl.

**Minutes taken by Amanda Irvine, staff**